

PERSON

36y

LAURA GALMÉS SCHWARZ



Made in Palma de Mallorca, Spain,
on the 18th of March 1986

Lived in Palma de Mallorca, Barcelona,
London, Hamburg & Madrid

Speak SPA / CAT / GER / ENG / FRA

Like hiking, skiing, surfing, diving, driving,
cycling, boxing, padel tennis, travelling,
reading, art, design, culture, politics,
macroeconomics & psychology.

EDUCATION

6y

09 2017 – 07 2018

MBA

**Master in Intl. Business & Administration
IE Business School – Madrid**
#8 MBA in the world by the *Financial
Times 2018* / 60+ Nationalities / *Personal
Score: 3,73 GPA / Top 13% of the intake*

01 2010 – 12 2010

MA

**Master in Brand Communications
LCC / University of the Arts – London**
*Elective in Service CX and Design /
Final project awarded with distinction*

09 2004 – 06 2008

BA

**Bachelor in Design & Communication
Eina / Universitat Autònoma – Barcelona**
*Including professional training and
multidisciplinary projects / Grade: 9/10*

> **Digital Marketing Fundamentals**
(Google Certificate 2022 - WIP)

> **Tough Conversations Exec Course**
(Bridgehouse Executive Seminars 2016)

> **Project Management Exec Degree**
(London City University 2012)

> **French Language Certificate A1-B2**
(Institute Français Bordeaux 2009)

USP & EXPERIENCE

11y 9m

>> *I optimise brands and businesses, delivering from strategy to execution.*

09 2018 – present / 4y

● BRAND, MARKETING & BUSINESS STRATEGY CONSULTANT – EUROPE

Working as freelance interim or on a contract base with/for different companies, agencies and start-ups. Supporting in matters of business audits, brand and marketing strategy, brand communications, corporate identities, creative direction, omnichannel campaigning and website development. Extensive expertise in sports, entertainment, politics and tech.

Interim positions worth highlighting:

- 04 2022 – present > **Head of Brand / FC Viktoria Berlin.** Brand strategy and identity, website, corporate communications and investment pitch for this new female football club, which reached more than 1Mio € investment and 75 Mio media impressions within the first 3 months.
- 01 2022 – present > **Head of Brand / Social Match Play London.** Brand strategy and identity, App UX/UI and investment pitch for UK start-up launching an interactive fan-engagement App. Pre-launch phase.
- 11 2020 – present > **Brand & Communication Manager / The Intl. Football Association Board / Zurich.** Communication strategy and full new website (UX & UI, CMS, SEO and management of its development); increasing visitors by 275% in the first year, reaching a total of 236.000 users. More work coming.
- 10 2020 – present > **Brand & Communication Manager / Abrantix Payment Technology Experts / Zurich.** Brand strategy, identity and architecture; corporate communications, promo videos and new website (content, structure, design and management). Supporting the company's internationalisation by making their products more attractive, increasing product sales by 82% in only one year.
- 07 2020 – present > **Brand & Strategy Director / BrinkertLück, #1 Agency in Germany 2021 / Hamburg.** A.o. developed together the campaign strategy for Germany's Socialist Party, achieving a polls turnaround in the presidential election 2021 from 13% to 29% and a final victory for president Olaf Scholz.
- 11 2019 – present > **Strategy & Creative Account Director / TwelfthMan Sports Brand Agency / London.** Cooperating on a project base for clients like UEFA and the Intl. Olympic Committee. A.o. developed new brand strategy, cycle identity and digital campaign for top swiss football club FC Basel 1893.
- 12 2018 – 04 2020 > **Chief Marketing & Business Strategy Officer / Anytime Fitness Germany** Repositioning the world's #1 fitness franchise company at the time to enter the German market. B2B and B2C brand and marketing management, business and growth strategy, product & service redefinition, club concept redesign, pricing and promotions, off- and online campaigning.

08 2013 – 07 2017 / 4y

● HEAD OF BRAND / JUNG VON MATT SPORTS – HAMBURG

Customer acquisition, brand & marketing strategy, brand design, omnichannel campaigning, creative direction and brand activations + Team management + Client services. Started as Senior Art Director.

Projects and clients: IHF Handball World Cup 2019, German Football Federation, FIFA, German Olympic Committee, FC Schalke 04, FC Ingolstadt, adidas, Fitness First, CDU/Angela Merkel Political Party, Hamburg Elbphilharmonie (...).

Awards won: >> Agency Jung von Matt: Most Awarded Agency in Germany and Best Independent Agency in the World at Cannes' Lions 2018. >> Project Elbphilharmonie Hamburg: 11x Art Director's Club Awards, 1x GWA Effie, 1x Cannes Lion and 1x Digital Communication Award. >> Project CDU Campaign Activation in Berlin: 4x Art Director's Club Awards and 2x New York Festivals Awards.

01 2011 – 06 2013 / 2y 6m

● CREATIVE DIRECTOR & PROJECT MANAGER / DESIGNWERK – LONDON

Customer acquisition, brand direction, brand strategy, events and digital sponsoring activations, experience design, digital and editorial graphic design + Team & project management + Client services.

Projects and clients: UEFA (UEFA Champions League, UEFA Europa League, UEFA Champions Festivals, UEFA Euro), 34th America's Cup, Celtic FC, ITF, Davis Cup, WTA.

Awards won: >> UEFA Champions Festival '13 (Olympic Park, London) / Sports Event Management Conference, Gold "Best use of Technology". >> 34th America's Cup / Transform Awards London, Silver "Best Visual Identity" (transformmagazine.net/awards).

09 2008 – 12 2009 / 1y 3m

● ART & DESIGN DIRECTOR / SEVERAL COMPANIES – BARCELONA

Freelance art director & brand designer for award-winning agencies **Lo Siento** and **We Are Mucho** and interim art director at Robinson Club Hoteles España (editorial design, content creation, photography).

CONTACT

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